RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 5, 1998

RJR Account #649920
Ms. T. Klimowski
TRIPIFOODS, INC.

JUNE CTS: DORAL BUY 4 PACKS GET 1 PACK FREE / PROMOTION #800532

Dear Terri:

DORAL B4G1F 'PRE-SLEEVED' product (6M) has been ordered, along with **30** Display / P.O.S. Kits, Item #542195 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product and Display Kits.

Product PO #051898-CTS

DORAL B4G1F BRAND STYLEs	UPC Code	#/ (6M) Cases
Light King	12300-25350	5
Light 100	12300-25351	5
FF 100	12300-25352	5
Lt Men 100	12300-25353	5
Ult Lt 100	12300-25354	5
Box 100	12300-25355	5
Lt Box 100	12300-25356	5

Displays (Item #542195)

SKU CUBE:	**2.3350**
SKU WT (w/o Product):	**4.4200 lbs**
Retail Sales Offer per Sku:	**70 units**
Billing per 6M Case:	**24 Savings Cartons**
Product / Display Arrival:	**May 18, 1998**
Ship Date to Retail:	**Week of: June 8, 1998**
EFT $ Amount:	**$7,990.78**

State Breakdown:
NY: 2 Cases each style: $3,070.34
PA: 3 Cases each style: $4,920.44

PARTNERS 'BONUS' REPORTING DESCRIPTION 'DOR JUN B4G1F'

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B4G1F CTS
TRIPIFOODS, INC.

PROMOTION DESCRIPTION:
DORAL DISPLAY KIT CONTAIN GENERIC 30-CARTON DISPLAY, 1 P.O.S. CARD, AND 1 RISER CARD.

**** * * * NO PACKING IS REQUIRED * * * ****

SHIP NUMBER OF P.O.S. / DISPLAY KITS (Item #542195) AND NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you $3.60 per each **promoted 6M** case for all product packed and shipped to retail on a timely basis. This equates to **$126.00 (35 (6M) case(s) @ $3.60)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. M. Duszynski
Tripifoods: L. Krawczyk
L. E. MacWilliams

Enclosure: Customer List
Promotional Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

May 6, 1998

STATE STAMPING

TRIPIFOODS
#649920

DORAL B4G1F

NUMBER OF *PRE-SLEEVED* B4G1F CARTONS TO STAMP BY STATE

DORAL B4G1F (6M)	NJ	NY	OH	PA	WV
LT KG	0	50	0	100	0
LT 100	0	50	0	100	0
FF 100	0	50	0	100	0
LT MEN 100	0	50	0	100	0
ULT LT 100	0	50	0	100	0
BOX 100	0	50	0	100	0
LT BOX 100	0	50	0	100	0

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PROMOTION #800532: DORAL BUY 4 PACKS GET 1 PACK FREE

RETAIL DISTRIBUTION DATE: 6/8/98

DIRECT ACCOUNT TO SHIP NUMBER OF DISPLAYS AND CARTONS PER BRAND STYLE TO RETAIL. NO PACKING REQUIRED.

7 BRAND STYLES: DORAL LT / DORAL LT 100 / DORAL FF 100 / DORAL LT MEN 100 / DORAL ULT LT 100 / DORAL BOX 100 / DORAL LT BOX 100 7 STYLES

***** DISPLAYS WILL BE SHIPPED DIRECTLY TO STORES FOR RETAIL ACCOUNTS HANDLED BY: PINE STATE TOBACCO.***

S/REP	R/REP	RJR#	ACCOUNT NAME	ADDRESS	CITY	STATE	CHAIN ID	SEGMENT	VAP SIS	VAP NAME	VAP SPL	DISPLAYS (ITEM #64196)	# CARTONS PER STYLE
162602	162630	752927	THE HUMIDOR	4610 SOUTH LAKE ROAD	BROCKPORT	NY	4141-01-00	CS	649920	TRIPIFOODS INC.	1383	4	20
162602	162630	761691	SMOKERS OUTLET M0075	2440 RIDGE RD W	ROCHESTER	NY	0565-01-00	CS	649920	TRIPIFOODS INC.	1334	4	20
162605	162624	761687	SMOKERS OUTLET M0344	204 W UNION ST	NEWARK	NY	0565-01-00	CS	649920	TRIPIFOODS INC.	1333	4	20
162606	162628	776606	CHOICE STORE 44056	195 E MAIN ST	BRADFORD	PA	0578-01-00	CS	276331	FLEMING CO./ALTOONA		6	30
162607	162228	698700	DANDY MINI MART #22	RR 2 BOX 41B	MILLERTON	PA	4127-01-00	CS	276331	FLEMING CO./ALTOONA	3292	6	30
162607	162627	747718	CHOICE STORE #44122	ROUTE 144	MILESBURG	PA	0578-01-00	CS	276331	FLEMING CO./ALTOONA		6	30
162607	162628	757617	CHOICE STORE #44070	215 PENNSYLVANIA AVE	WARREN	PA	0578-01-00	CS	276331	FLEMING CO./ALTOONA		6	30
162607	162228	759908	DANDY MINI MART #25	71 MAIN ST	LAWRENCEVILLE	PA	4127-01-00	CS	276331	FLEMING CO./ALTOONA	3295	6	30
162607	162228	750649	SMOKIN JOE'S	140 EAST AVE	WELLSBORO	PA	0525-00-00	CS	425810	MILLER DISTRIB. INC		6	30
162607	162627	772869	SMOKERS OUTLET M0190	1200 S BRADY ST	DU BOIS	PA	0565-01-00	CS	649920	TRIPIFOODS INC.	1336	4	20
163805	163820	643523	SALEM EXXON	135 S BROADWAY	SALEM	NH	5474-00-00	CS	503160	PINE STATE TOB.&CDY.		6	30

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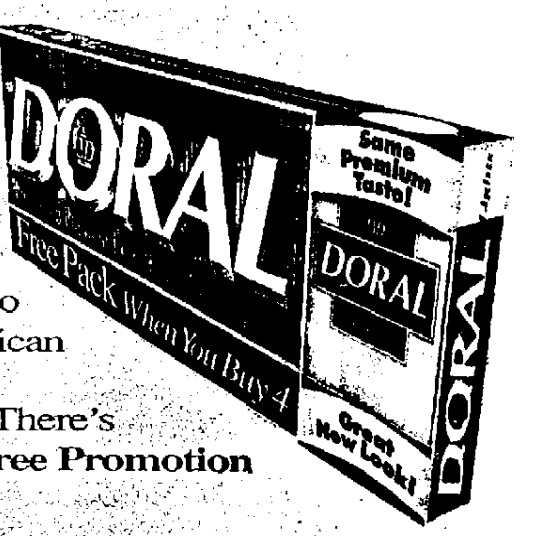
June Brings Our New Look, The Big American Adventure Sweepstakes, And A Buy 4 Packs Get 1 Free Promotion.

We couldn't make June a bigger sales opportunity for you. We'll be introducing our dramatic new packaging design with a sweepstakes that allows your customers a chance to win a trip to 6 great American destinations. We didn't stop there, though. There's the **Buy 4 Packs Get 1 Free Promotion** in June, as well.



POS Card/ Alternate Header - This impactful 17"x 14" paster will help increase customer awareness along with offering more in-store advertising opportunities.

Floor Display -

- Temporary/ Semi-permanent Display.
- Designed to maximize presence of your promotion.
- Header card captures customer interest in this special promotion.

SWEEPSTAKES VOID IN MA, MI, AND VA, AND WHERE PROHIBITED BY LAW.

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